

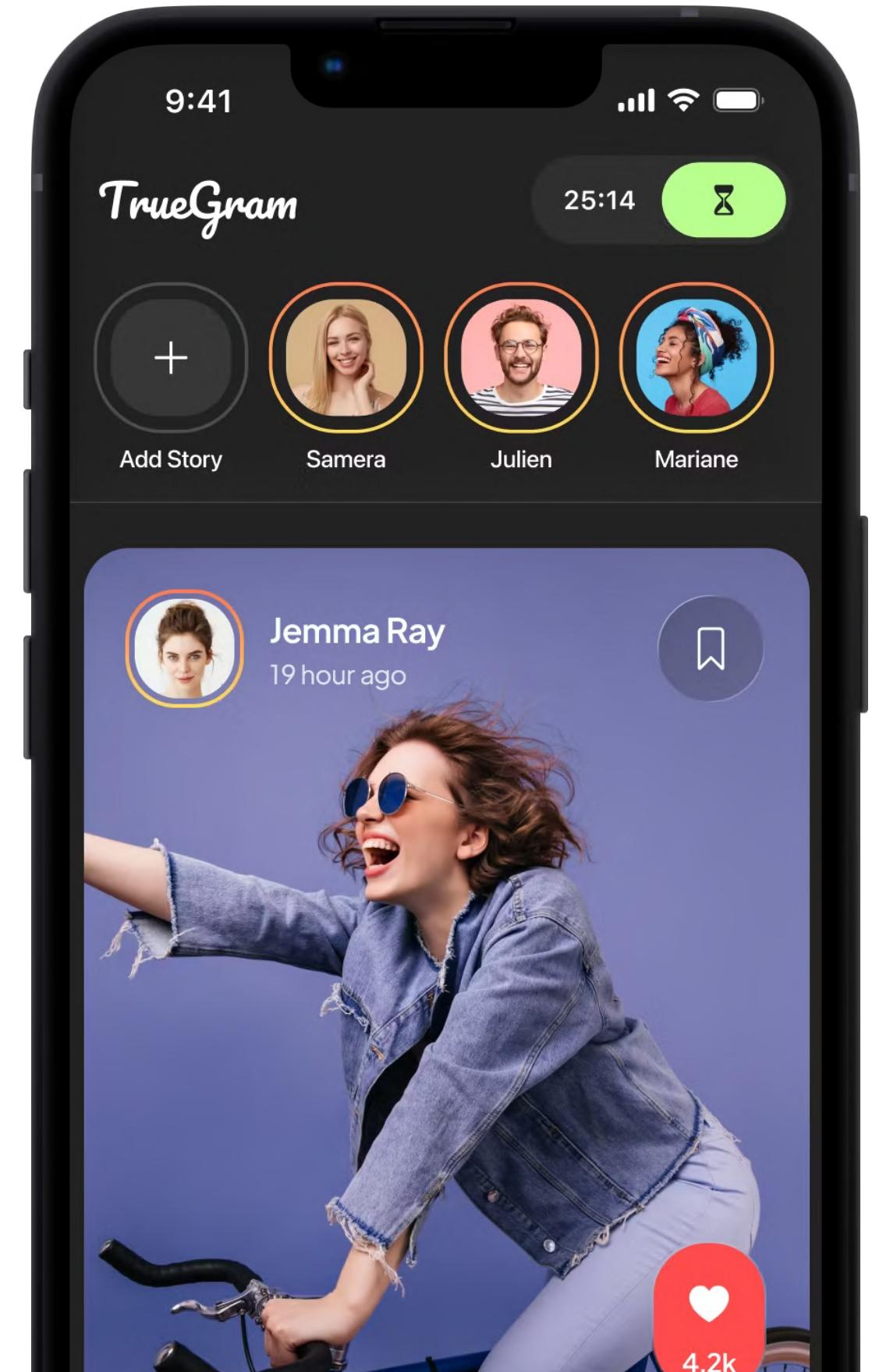


TrueGram

# SOCIAL MEDIA THAT PUTS YOUR WELLBEING FIRST

Try Pitch

Conscious Digital Product Creation



⌚ Alarm

6:55

Snooze

Stop



**Instagram**

johndoe, janedoe and 6 others  
liked your photo.

Now



**Instagram**

user1749, prof\_krusche and 6 others  
liked your photo.

22m ago



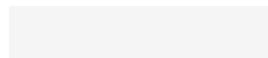
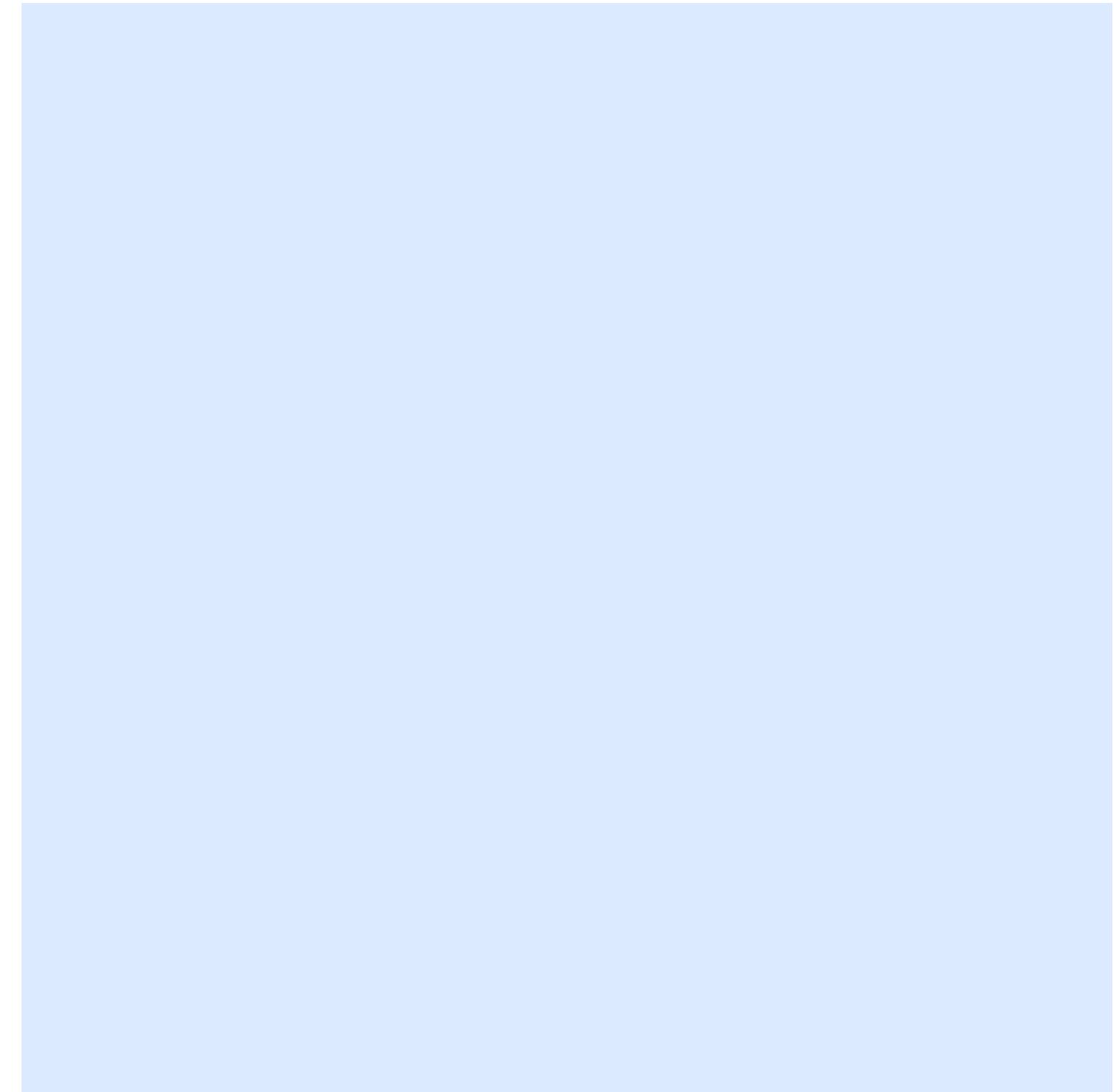
**Instagram**

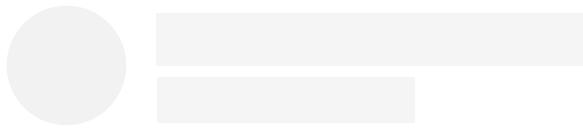
(joe): janedoe just shared a post.

22m ago

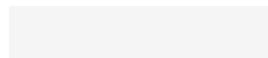
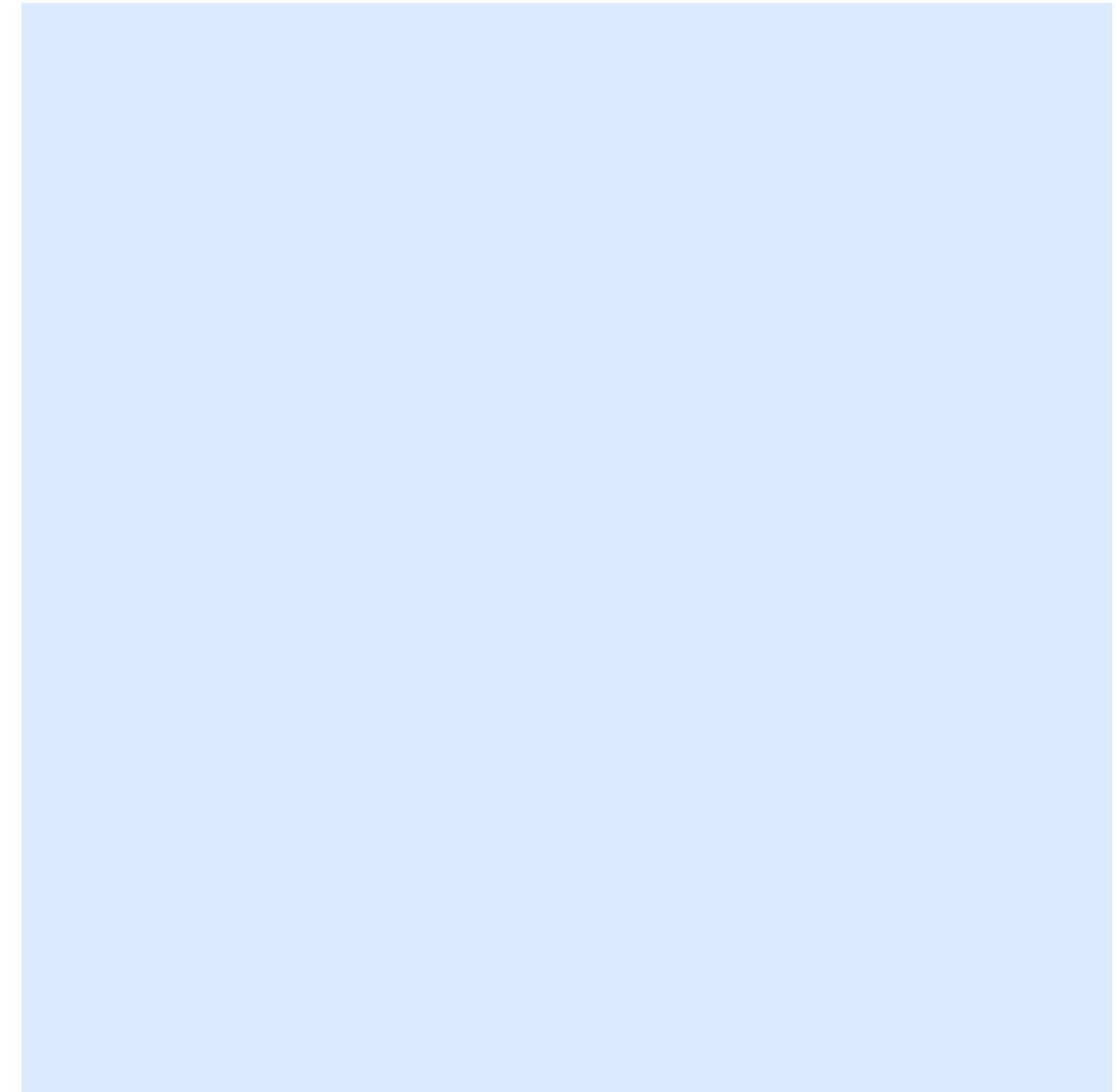


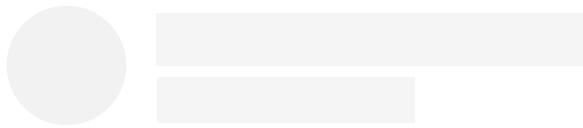
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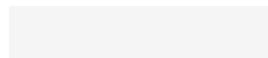
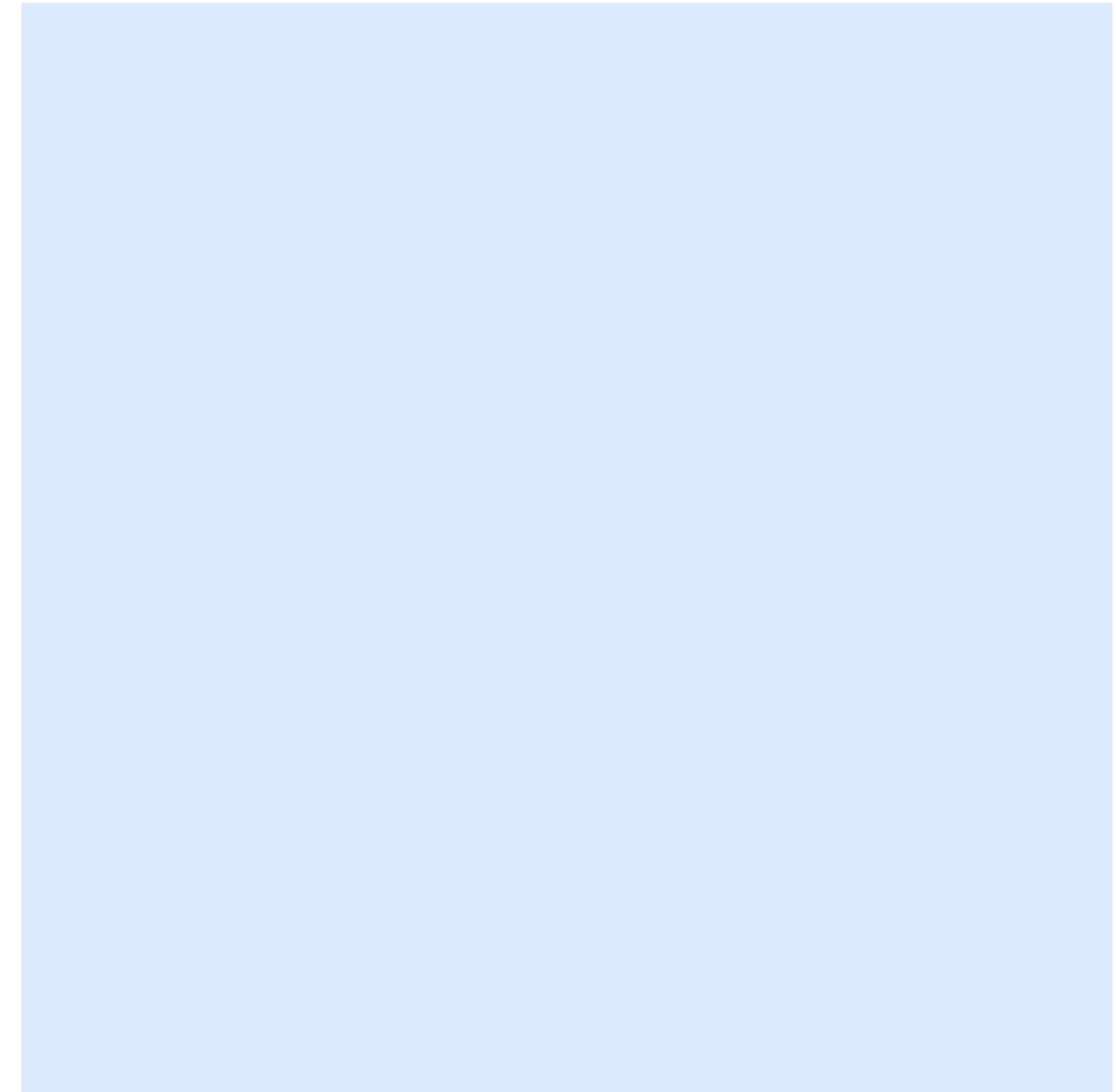


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Thu, Dec 11

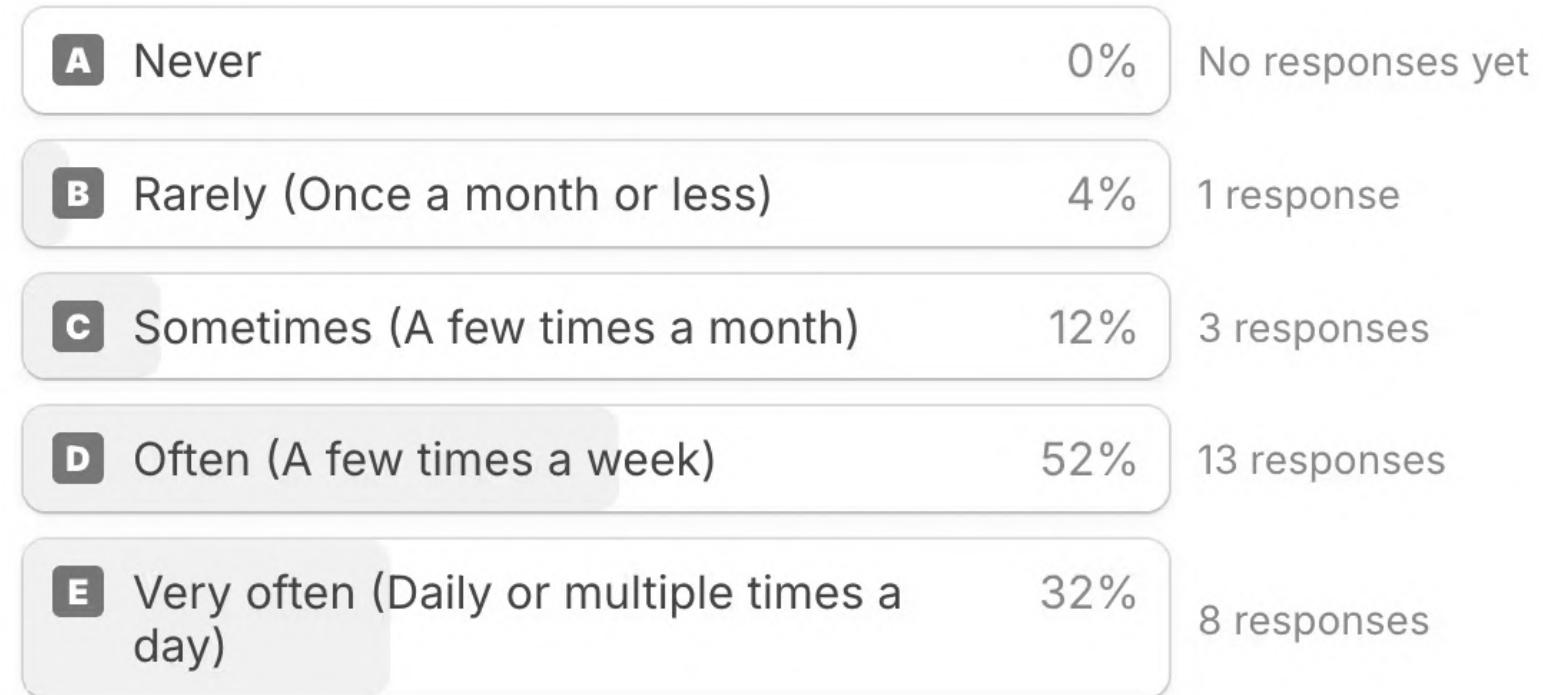
9:13

Problem

# THE ISSUE WITH SOCIAL MEDIA

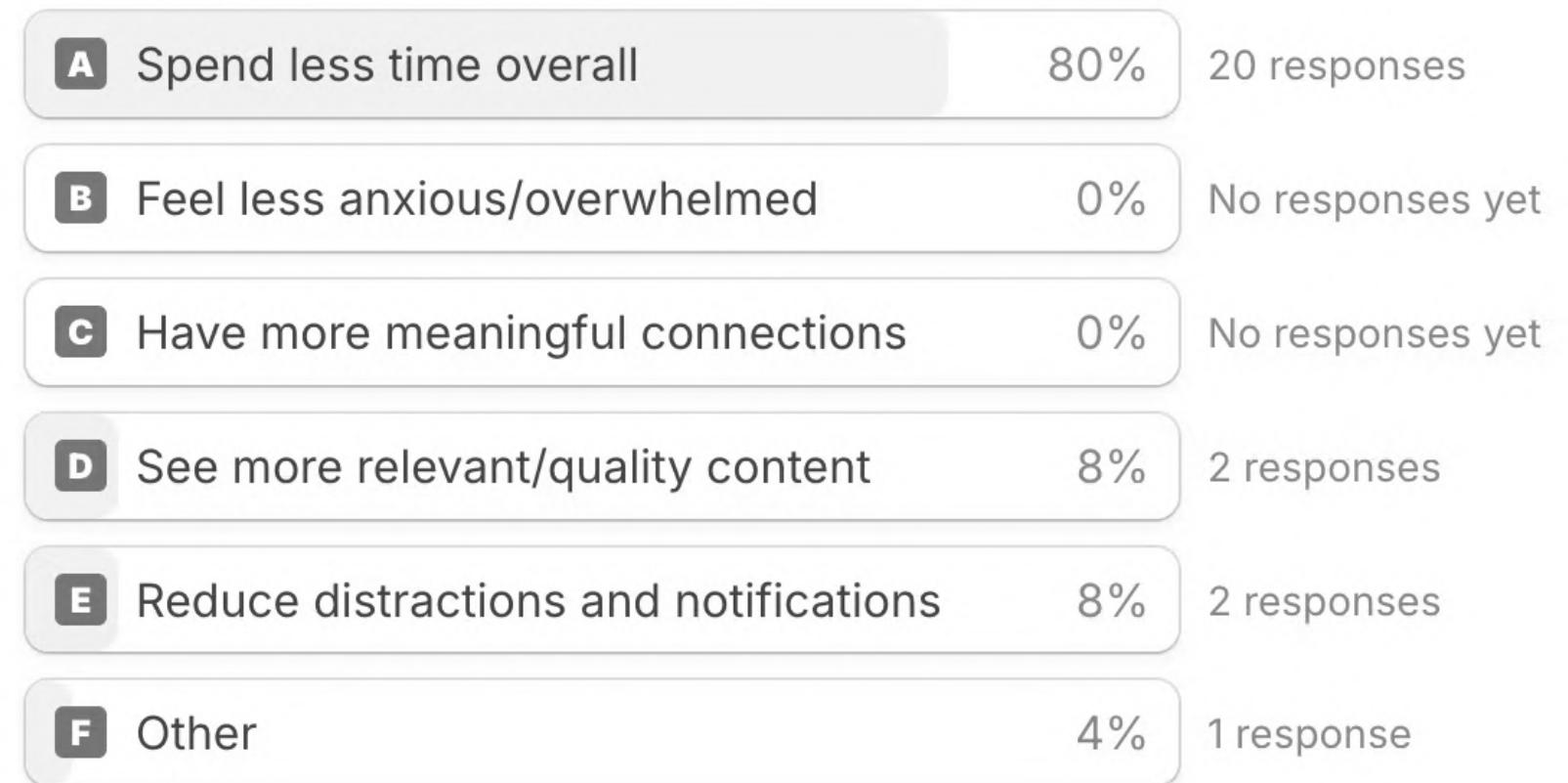
## **Have you ever opened a social media app intending to spend "just 5 minutes" and ended up spending much longer?**

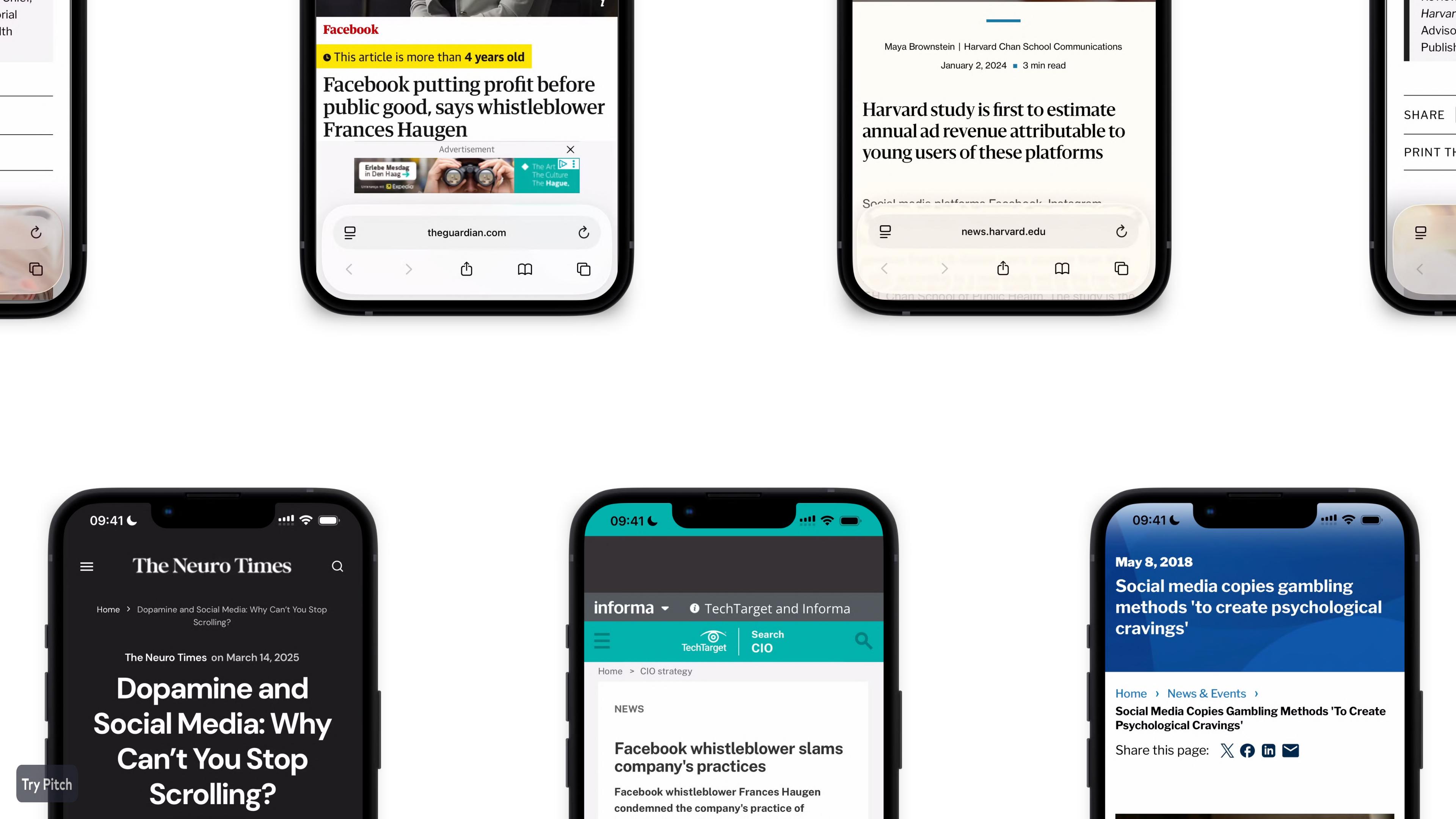
25 responses



## **If you could change one thing about your social media experience, what would it be?**

25 responses





Facebook

This article is more than 4 years old

## Facebook putting profit before public good, says whistleblower Frances Haugen

Advertisement

Erlebe Mesdag in Den Haag The Art The Culture The Hague.

theguardian.com

09:41 09:41 09:41

The Neuro Times on March 14, 2025

# Dopamine and Social Media: Why Can't You Stop Scrolling?

The Neuro Times

Try Pitch

Maya Brownstein | Harvard Chan School Communications

January 2, 2024 • 3 min read

## Harvard study is first to estimate annual ad revenue attributable to young users of these platforms

Social media platforms Facebook Instagram

news.harvard.edu

09:41 09:41 09:41

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TechTarget | Search CIO

Home > CIO strategy

### NEWS

#### Facebook whistleblower slams company's practices

Facebook whistleblower Frances Haugen condemned the company's practice of

May 8, 2018

## Social media copies gambling methods 'to create psychological cravings'

Home > News & Events > Social Media Copies Gambling Methods 'To Create Psychological Cravings'

Share this page: X f in e

 Endless, Addictive Feeds

 Mental Load, Not Connection

 Extractive Attention Economy

# CURRENT SOCIAL MEDIA

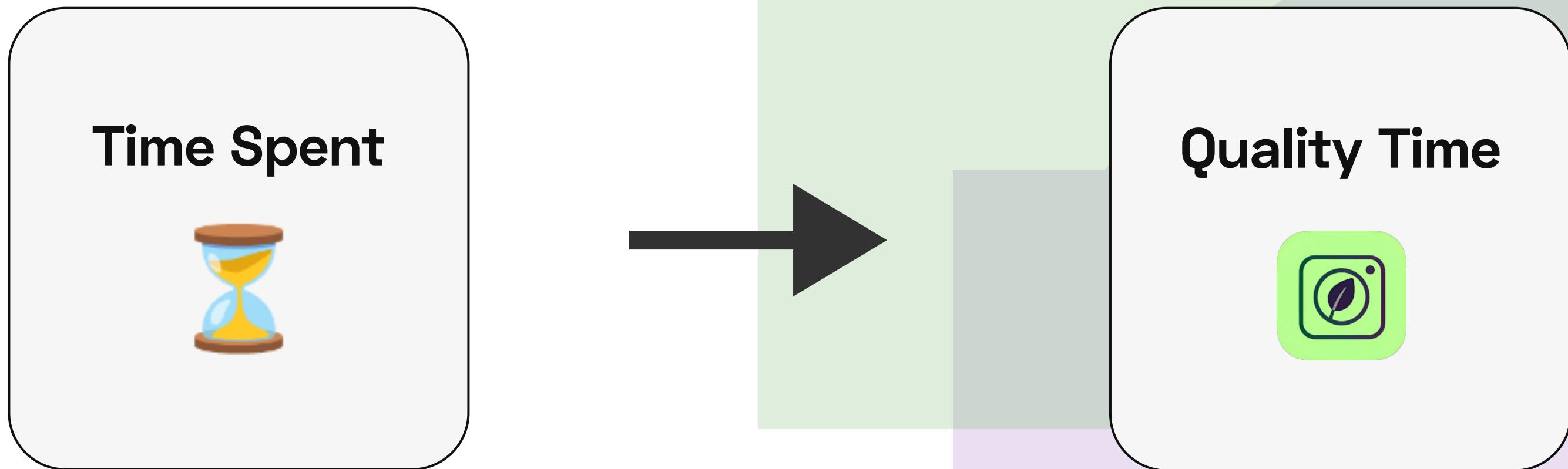


Mainstream Social Media

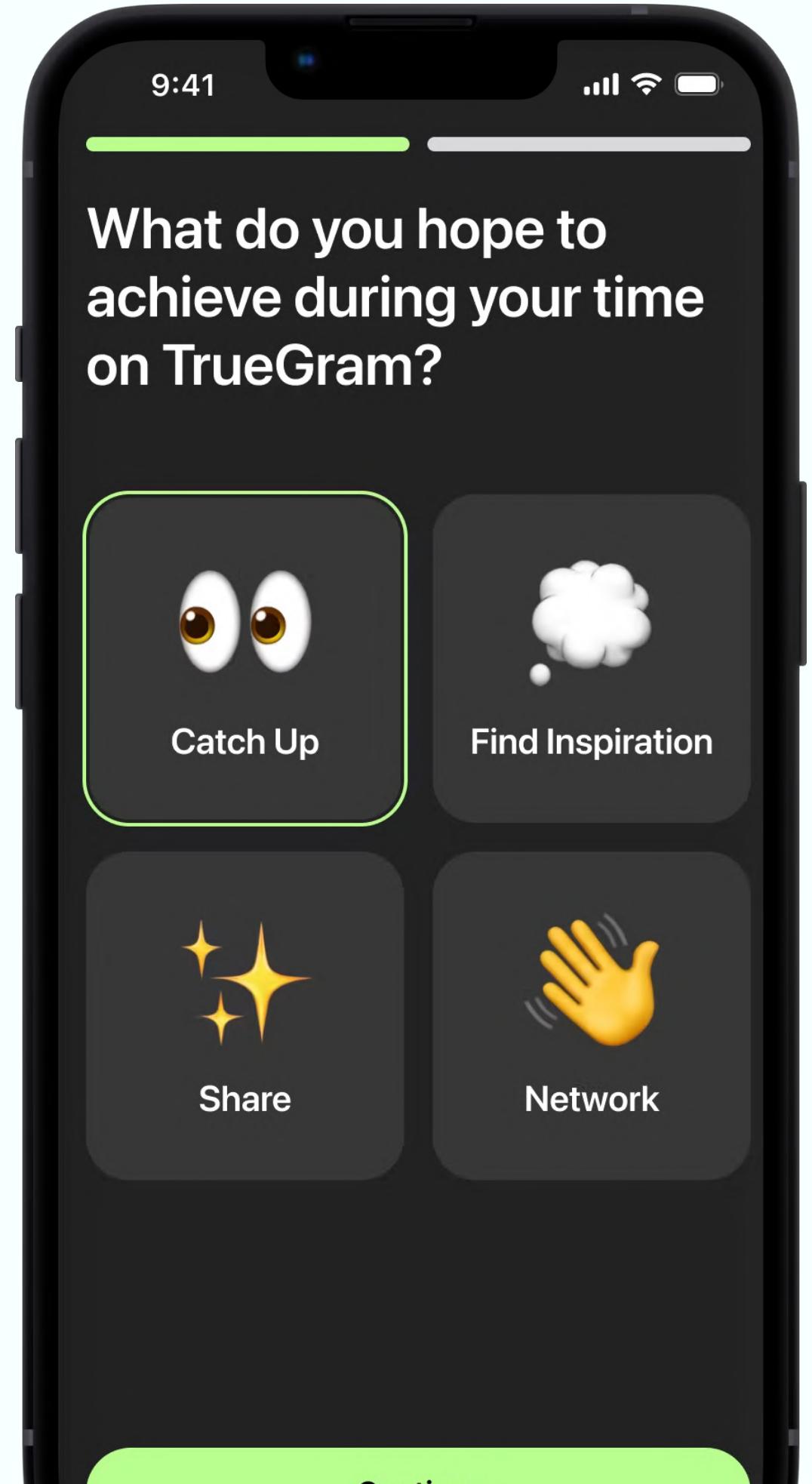


”Alternative” Social Media

# SHIFTING THE METRIC OF SUCCESS



# REPLACE MINDLESS CONSUMPTION WITH CONSCIOUS INTERACTION



# ETHICAL DEFAULTS



**Mindful Partnerships**



**No Dark Patterns**



**Technology Serves You**

# DEMO

TrueGram's

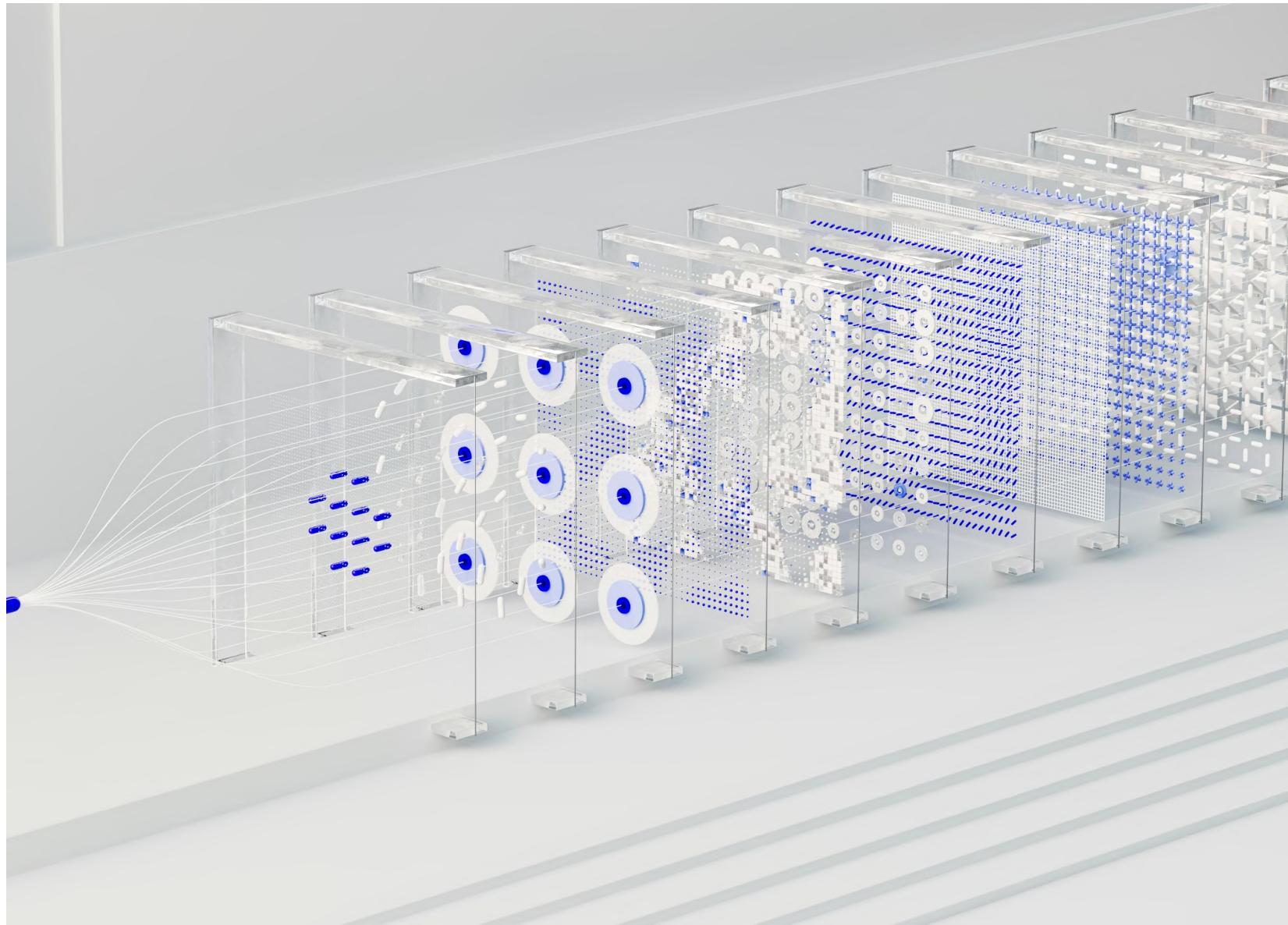
# IMPACT

# IMPACT

- WHAT IS THE ULTIMATE SYSTEMIC CHANGE WE WANT TO CREATE?
- DOES IT IMPROVE MY MENTAL HEALTH?
- IS IT ENDING ADDICTION?



# THE SYSTEMIC SHIFT AND THE MECHANISM



Algorithmic Control  
Struggle



Human Self-Determination  
Spark

# NEW REALITY



Intention  
Choice



Lifestyle  
Foundation

Reflection

# **CONSCIOUS SERVICE DESIGN METHODS**

# HOW DID THE CONSCIOUS SERVICE DESIGN METHODS SUPPORT AND SHAPE YOUR PROJECT?

**Inclusion**

**Diversity**

**Sustainability**



## Situation:

An individual who is likely to develop addictive behaviors uses your solution.



## Situation:

Women and people of marginalized genders feel represented and visible in your solution.

# BUILDING A MINDFUL ECOSYSTEM

## Inclusive User Groups

- Shifted our perspective from designing for an “average user”
- Helped to critically reflect on privilege, structural disadvantages, influencing key design decisions

## Critical Reflection Cards

- See design as a series of ethical choices with real social consequences

## Systemic Journey Map

- Expanded our focus from individual interactions to broader social and environmental systems

# TrueGram

Quality over feed noise



